

6th Conference of the International Forum on Urbanism - IFoU



A common vision for the Danube Region: chance or risk for a tourism oriented urban development of Brăila

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A common vision for the Danube Region: chance or risk for a tourism oriented urban development of Brăila



located in the south-eastern part of Romania

at the crossroad of two historic regions

211.161 inhabitants

77ha surface

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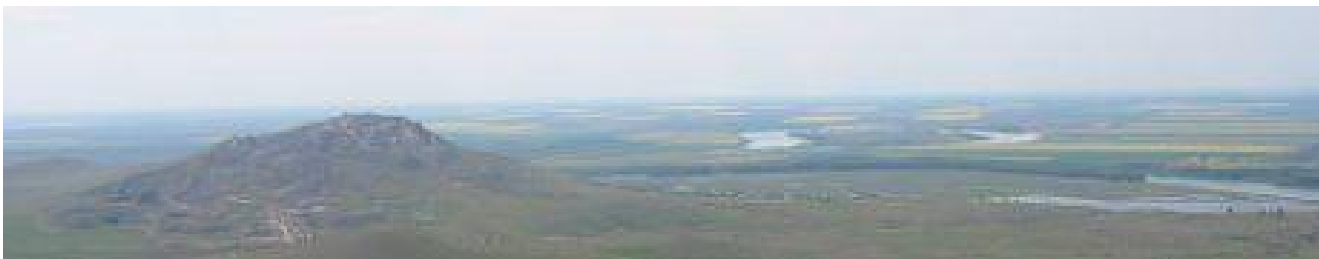
moderately dense city

**six centuries rich and
eventful history**

frontier city



**settled at the meeting
point of the maritime
and the fluvial Danube**



**a gate to preserved
natural areas such as
"Balta Mică a Brăilei" or
the "Măcin Natural Park"**

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In 2011: DOWNGRADE



- speculative real estate developments
- short-term political decisions
- lack of a coherent project of spatial organisation
- uncontrolled peripheral extension
- constant alteration of its historical urban fabric
- a ghettoisation of its residential collective neighbourhoods
- an almost complete downfall of its economic activity
- overall loss of its quality of life.

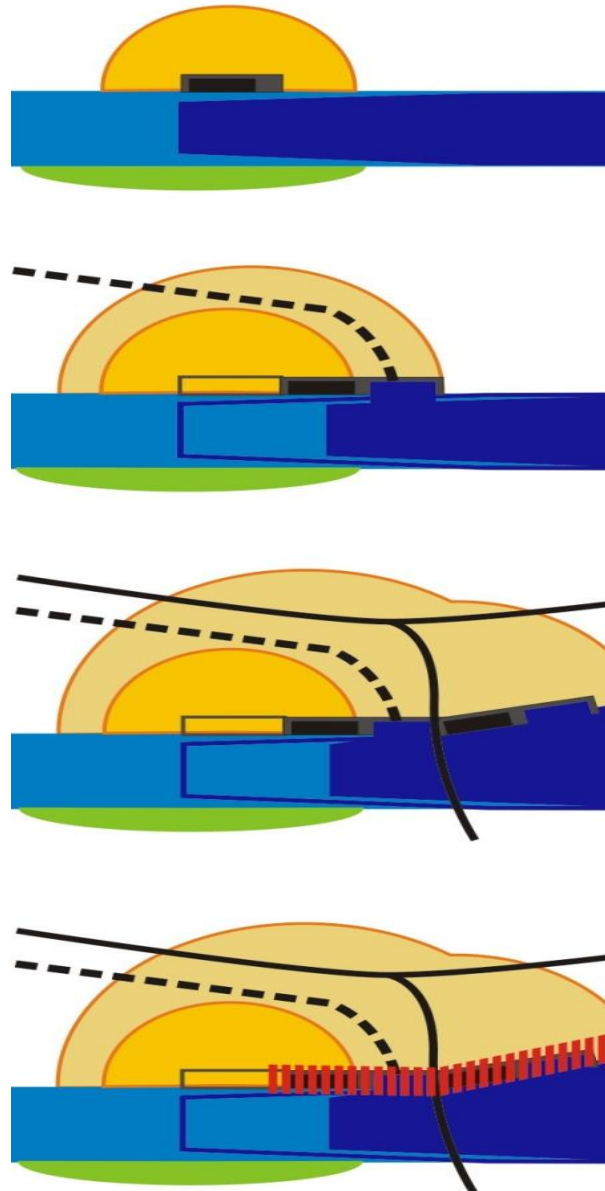
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Port city universal model

source: archiport.it

From
city-and-water
to
city and water

- water depth
- urban core
- urban expansion
- port activities
- port facilities
- railway
- motorway
- conversion





Brăila uses, contemplates, uses and finally forgets the Danube.

1.

- its location was a convergence point of commercial routes
- good access to the Danube
- defensive premises
- relation to the water was based upon the functional and trading purpose that the Danube possessed
- Intimate and intense relation to the water
- Historical axis connected to the port

"The city was open towards the water as it stood tall on the left bank, dominating the river, fact seen only here"(Giurescu, 1968)



Brăila uses, contemplates, uses and finally forgets the Danube.

2.

- Porto Franco status received in 1836
- emancipation from the Ottoman Empire
- embelishment Era
- urbanistic concept of the city that is still regarded as visionary.
- the Danube is a socializing space
- the riverside is occupied by entrepots, silos, cereal containers...etc.



Brăila uses, contemplates, uses and finally forgets the Danube.

3.

- gradual technologization and new industrial areas emerge
- starting from 1949 a new naval yard built to the southern part of the city polarises most of the industrial activities previously situated in the northern part.

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Lyon Confluence

Urban renewal based on the redevelopment of the waterfront

>>> impact of tourism ?



Hafencity, Hamburg



Ile-de-Nantes, Nantes



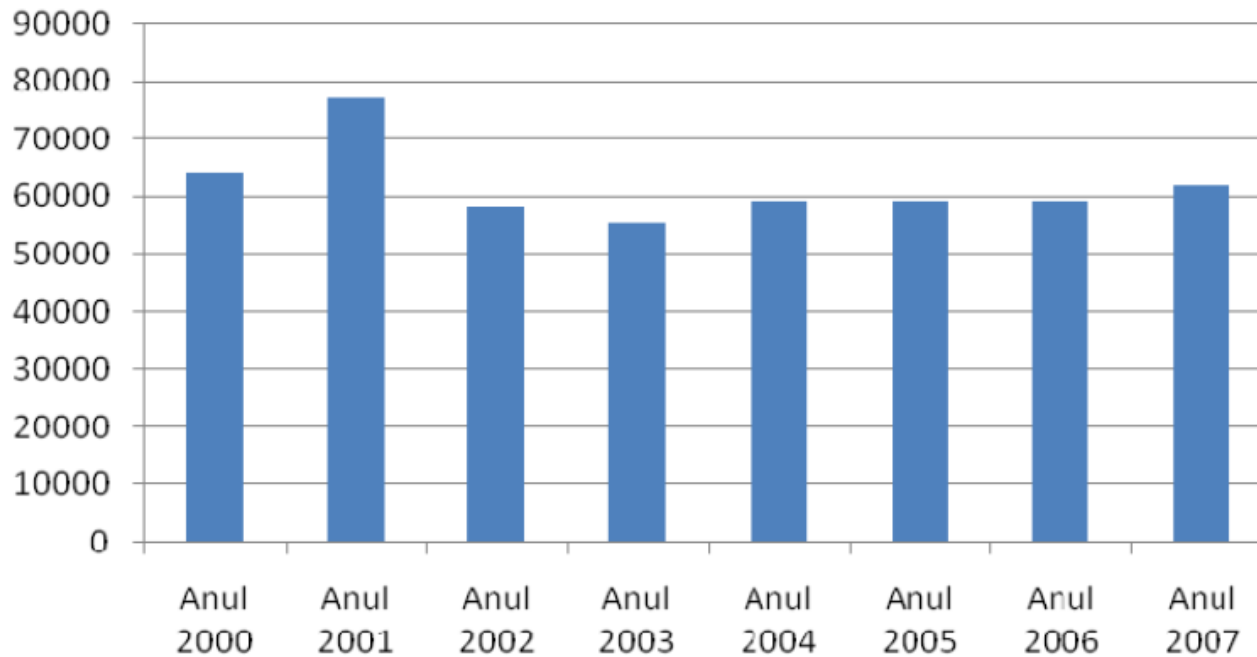
Brăila uses, contemplates, uses and finally forgets the Danube.

4.

- a delay in the reconsideration process that affects the city's image and built value
- An ignorance of its culture and history

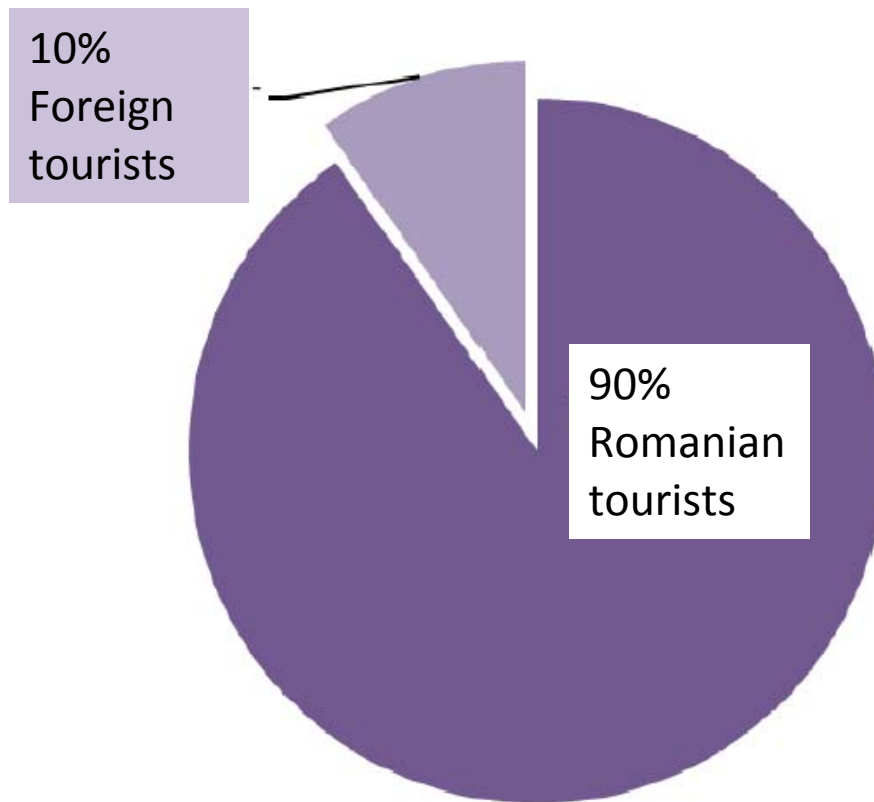
The numeric evolution of tourists in Brăila 2000-2007

Source: INS Romania



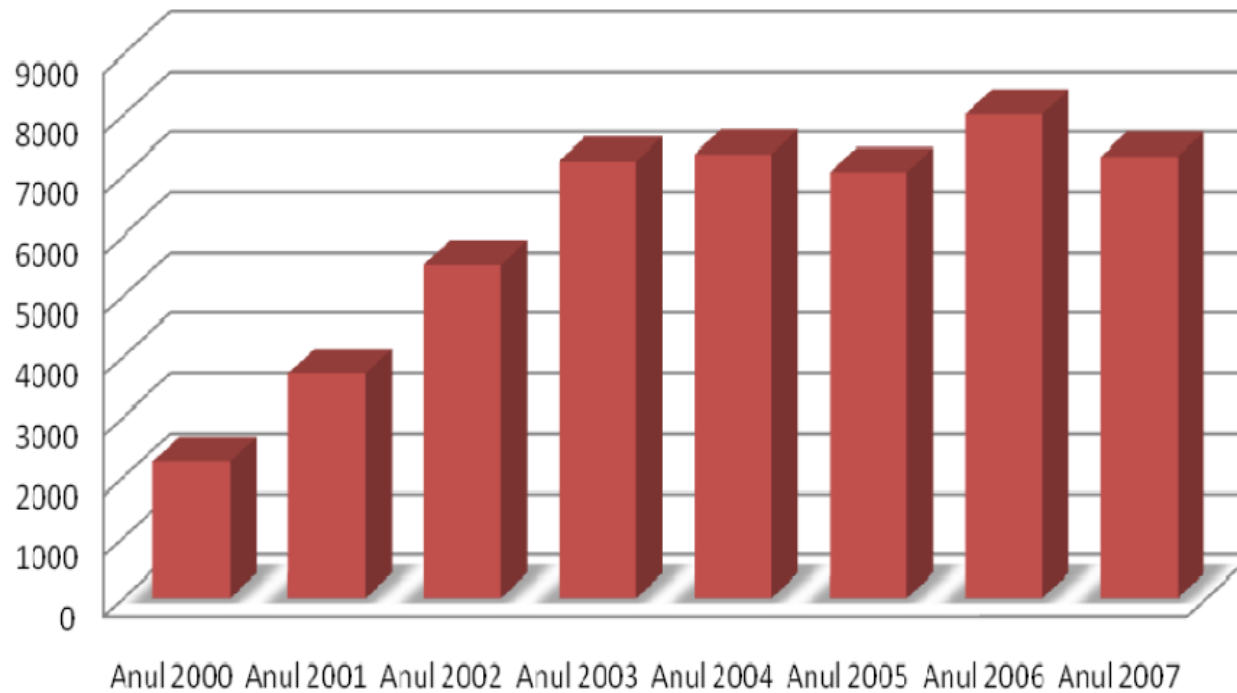
The breakdown of tourists in Brăila 2000-2007

Source: INS Romania



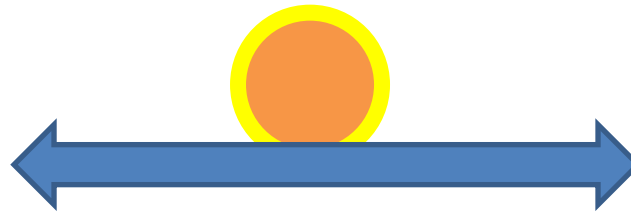
The numeric evolution of foreign tourists in Brăila 2000-2007

Source: INS Romania



The European experience

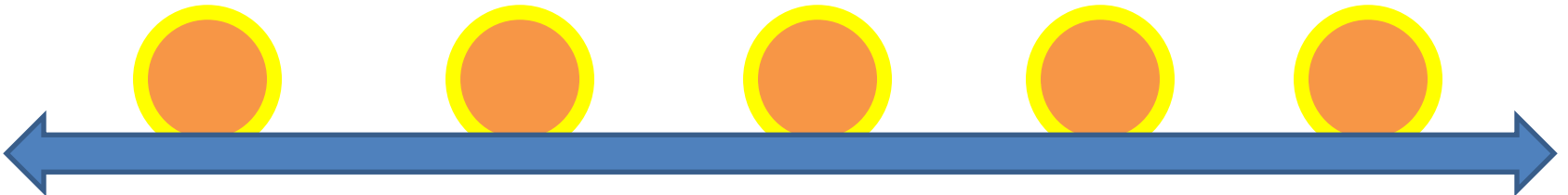
From city to water



What relation to tourism ?

The “new” European experience

From water to city

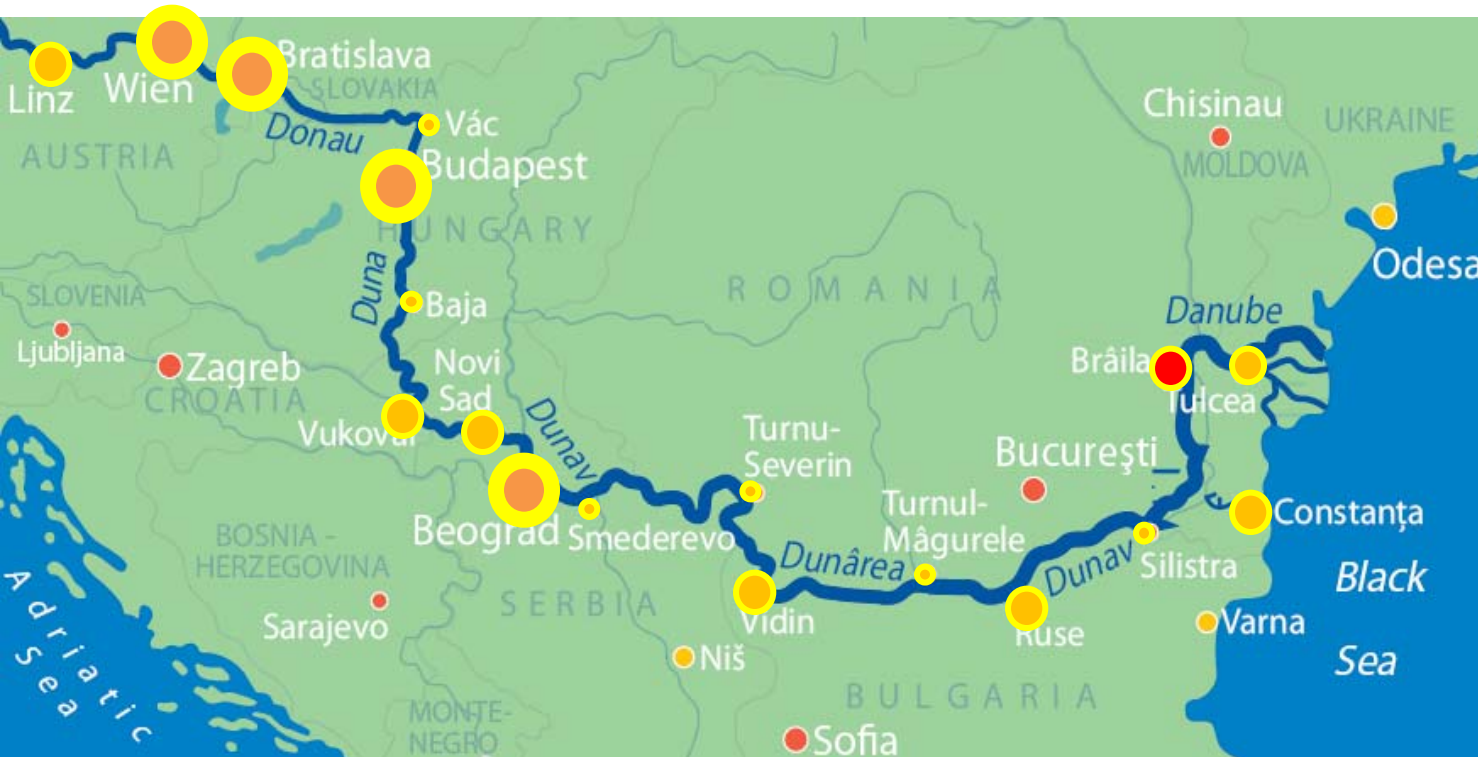


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On the same line

.....

diversity vs.
uniformity ?



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On the same river

.....

Chance vs. risk ?

**Coming out of the
hide vs. Further
loss of identity ?**



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The Danube:

-at the very base of the diverse heritage both natural and man-made.

-open air exhibition of great cultural richness

Paradox:

- An unifying gesture has both upsides and downsides

The European Union Strategy for the Danube Region

A top-down approach has its risks but also its virtues

the Danube river as a revealer of specificities of places

different ability to offer profitable investment

different ability to offer diversity combined with advantages of localization

If unable to define this specificity cities are rendered unequally capable of capitalizing a tourist production

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EU Strategy for the Danube Region:

1. improvement of mobility and multimodality

-development of sustainable metropolitan transport systems and mobility

-rail and road connectivity of the riverside cities



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EU Strategy for the Danube Region: 2. Encourage more sustainable energy

- restore and maintain the quality of waters;
- manage environmental risks;
- preserve biodiversity, landscapes and the quality of air and soil.





**EU Strategy for
the Danube
Region:
3. Promote
culture and
tourism**



-Filtering the
landscape's diversity
-Qualitative criteria
-"branding" the
landscape >>> the
landscape as a
product of
consumption

[-http://peterlengyel.wordpress.com/
2011/07/23/zbor-pest-dobrogea/](http://peterlengyel.wordpress.com/2011/07/23/zbor-pest-dobrogea/)



EU Strategy for the Danube Region:

4. People to people contacts

- Enriching the cultural diversity
- "enhancing cooperation and contacts between people of different origins, to encourage creativity, and provide a driving force for cultural innovation and economic development, based on heritage, traditions and

Proposed Themes for BRĂILA 2011



1. Reconsidering the Danube
2. Multi-polar organisation
3. Sustainable Mobility
4. Sustainable Urban Development
5. Dynamic and Vibrant City

Convergence of
global and local in
planning aspects:

- the EU strategy
and the General
Urban Plan for Brăila

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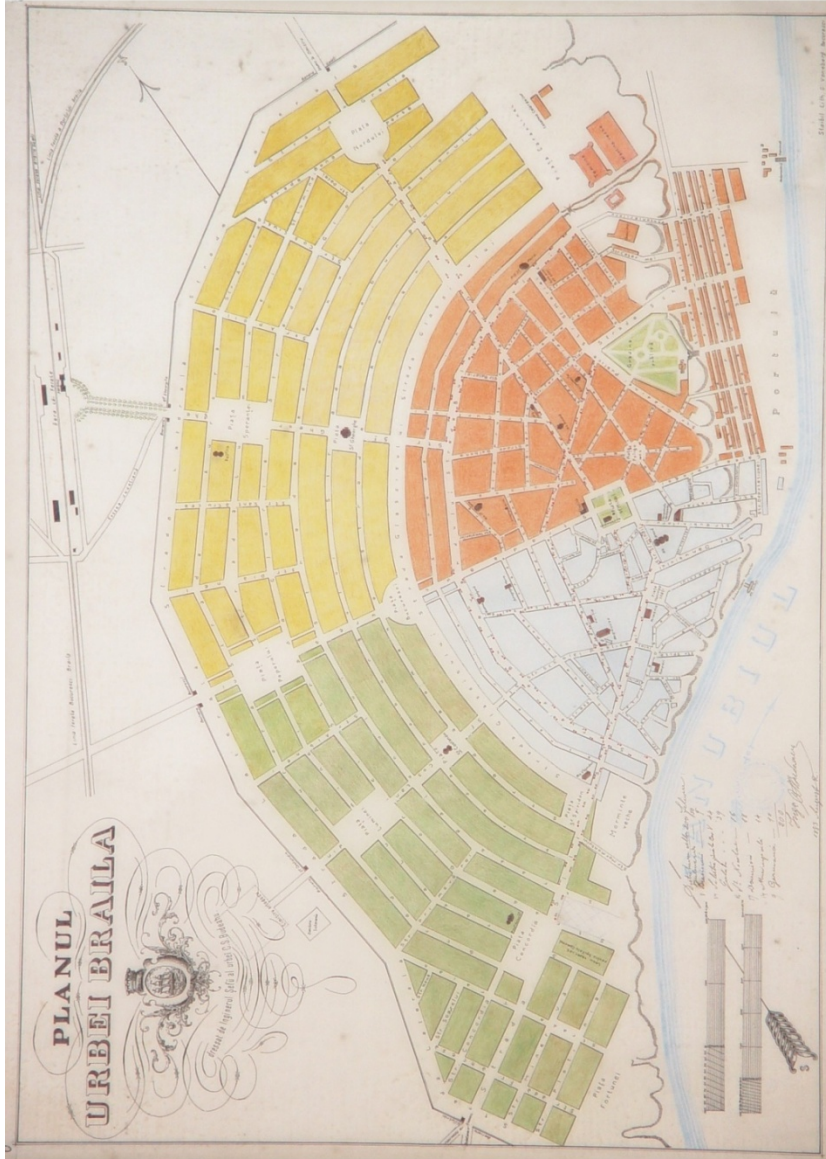
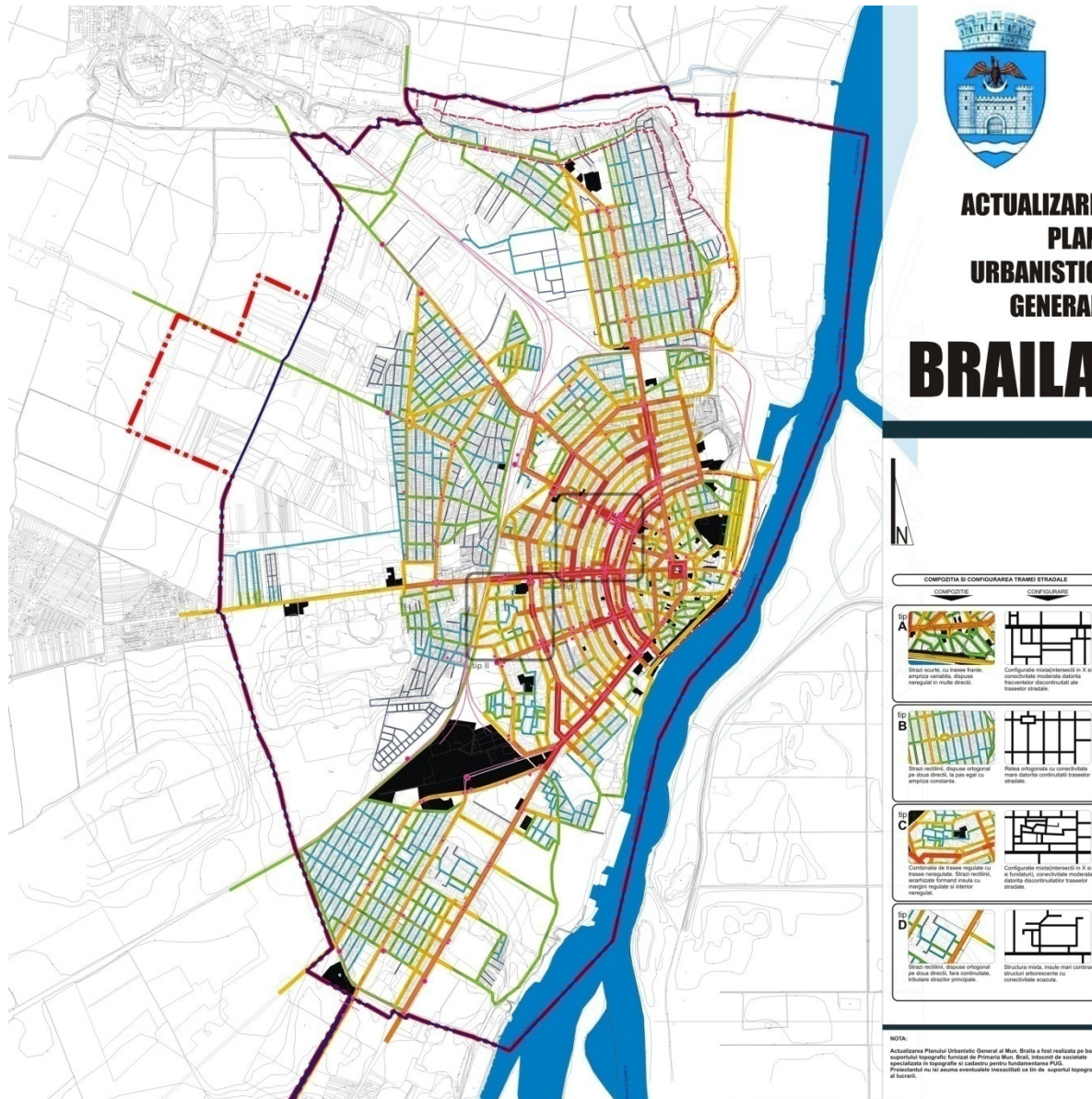


Fig.14 Planul urbei Brăila cu poziționarea stăpilor de fontă pe care urmează a fi instalate felinarele, ing. șef al urbei C. S. Budeanu, 2 august 1883 (Arhivele Naționale - Direcția Județeană Brăila, Colecția Planuri, Hărți, inv. 179)

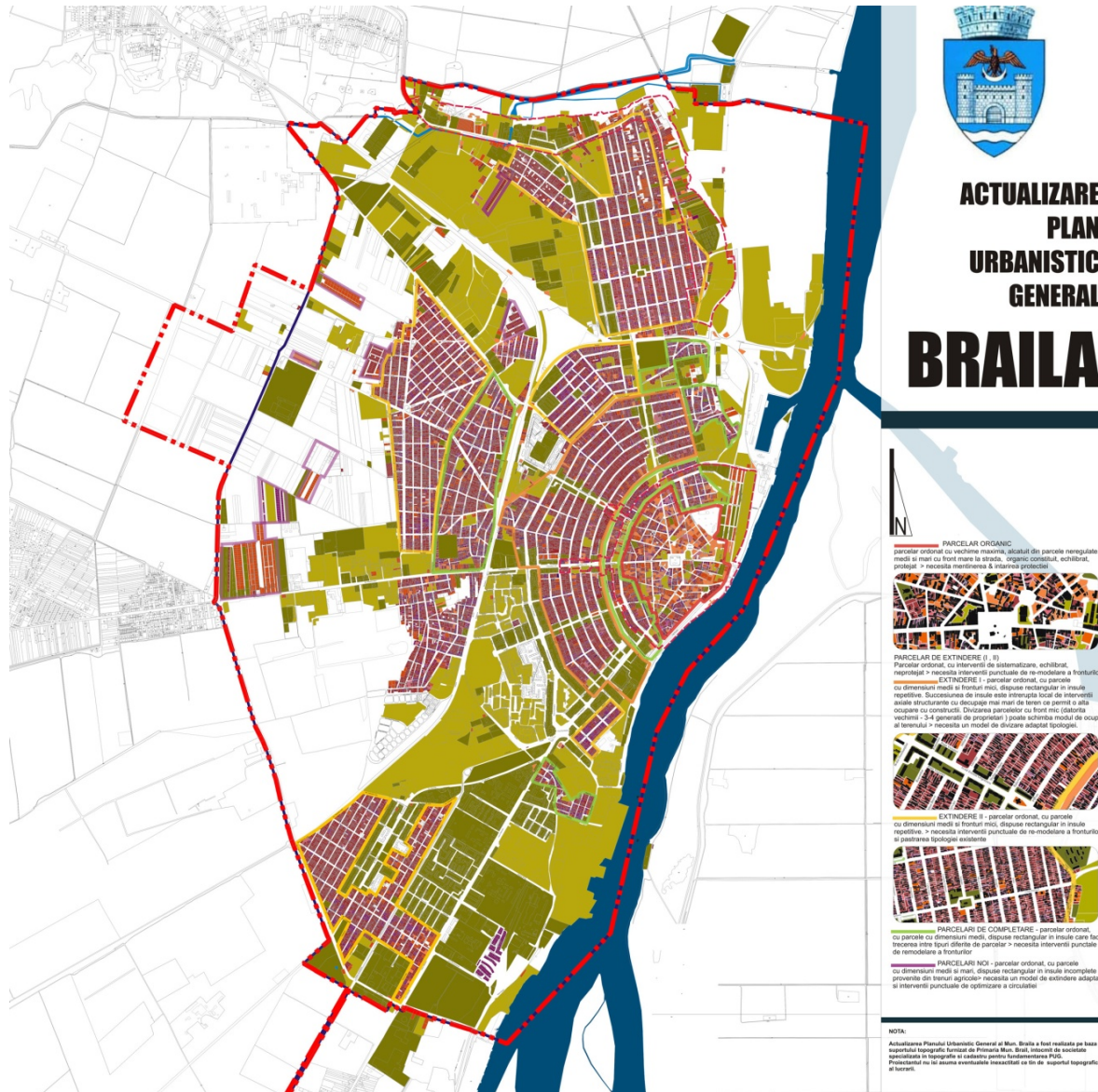
The urban structure with a valuable urban system of boulevards, squares and footpaths doubled by a rich architectural heritage .

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The road system
and the accessibility
patterns

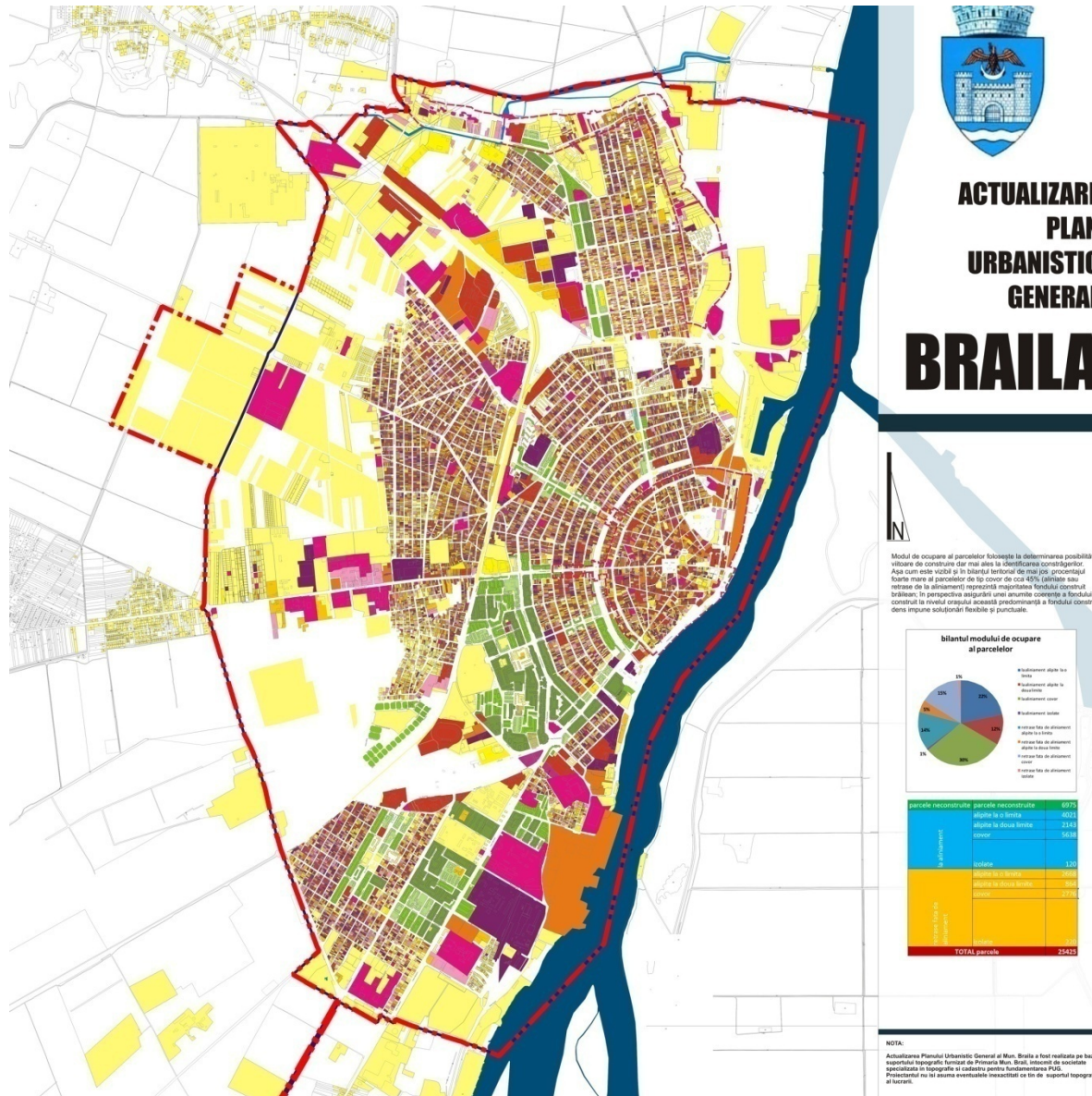


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The plot patterns

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Plot occupation
patterns

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**- Heritage >
conversion ?**

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Its history is
imprinted in its
urban fabric

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The footprint of the industrial past
In relation with an unoccupied waterfront

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Culture and tradition

- Opera
- 10 ethnic minorities



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The natural cradle
Rich biodiversity

<http://peterlengyel.wordpress.com/2011/07/23/zbor-pesteb-dobrogea/>